

THANKS, FOLKS!

We knew that when we placed the facts squarely before our customers as to the absolute necessity of increasing the price of our bread, they would rally round us and help us maintain Neal's quality

We have always taken the lead in the reforms effected in the bread making business, because these reforms were in the interests of our patrons as well as ourselves. In all our reforms the bread-consuming public has stood by us, knowing that we were giving them better bread and better service than they could obtain elsewhere.

YOU HELPED US OUT

You were fair and broad-minded enough to see that we were forced to raise the price of our bread in order to maintain its high Quality.. You gave us your unanimous support when you knew that we did not increase the price of our bread until we were absolutely forced to. We appreciate your fair-mindedness and we will not fall down on our end of the job.

Our customers know that it costs more to produce high quality bread than it does to produce inferior bread.



NEAL'S

Quality

COSTS MORE ---- IS WORTH MORE
That's Why----That's All

Neal Baking Co., Limited
Windsor London Sarnia St. Thomas